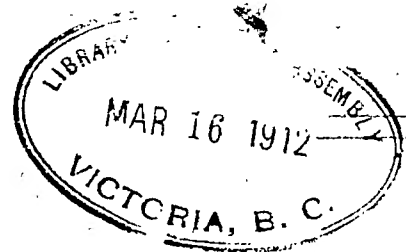


BRANDON



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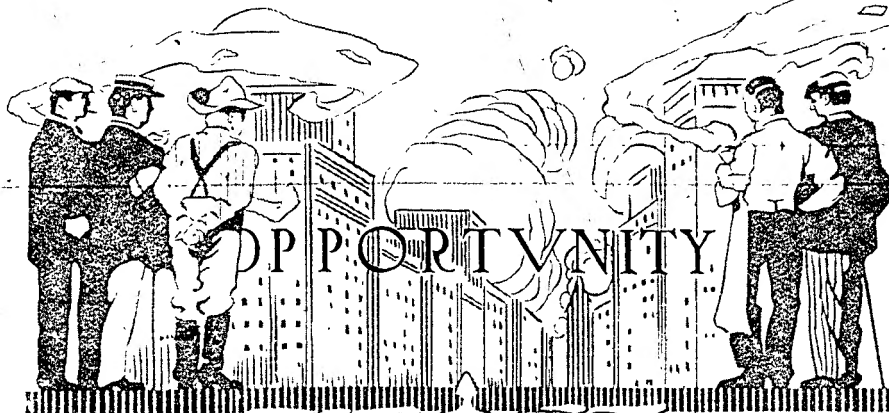
MANITOBA CANADA

REFERENCE

BRAND MANITOBA CANADA



A CITY WITH A GREAT
FUTURE . . . WHERE
AMBITION WILL SUCCEED



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INTRODUCTION



THE following pages are concerned with a brief description of the advantages and opportunities in a commercial and general sense of the City of BRANDON, the centre of Western Manitoba.

In the settlement of the Canadian West, where every month witnesses the foundation of some new community on the extreme frontier, attention is drawn and apt to be concentrated on the latest points. It is important, however, to remember that where the entire country is young, substantial expansion awaits, not only comparatively new districts, but those first settled, as well.

A city, moreover, which has been tested by the development of thirty years and proved its fitness by survival and healthy growth, is surely as worthy of attention and confidence as places that may be more recent but whose future is still uncertain. A city which emerges and expands after the first wave of settlement has passed on, deserves every recognition from the world.

We are confident that this Booklet concerning BRANDON will interest YOU.

Any inquiry you make for further information will be promptly and cheerfully answered by writing the

COMMISSIONER,
BRANDON COMMERCIAL
BUREAU



SITUATION. At a strategic point on the Assiniboine River, one hundred and thirty-four miles westward from Winnipeg, the energies of Central and Western Manitoba have combined to produce the growing City of BRANDON.

From the outset, it was clear that for every purpose of civilization, this wide and fertile region would demand a centre. The process of thirty years has made it a certainty that this manifold work is the permanent function of BRANDON. Realized development during that period has placed that fact far beyond the boundary of experiment. Nothing now can divert or stop its expansion. What the City of BRANDON will soon become will inevitably result from ground now actually achieved and already existing advantages.

A GREAT DISTRIBUTING CENTRE. In the first place, then, in relation to the extensive country of which it forms the focus, BRANDON is a great distributing centre. Goods can be distributed



THE SYNE ENTERING THE ASSINIBOINE RIVER



BRANDON · MANITOBA



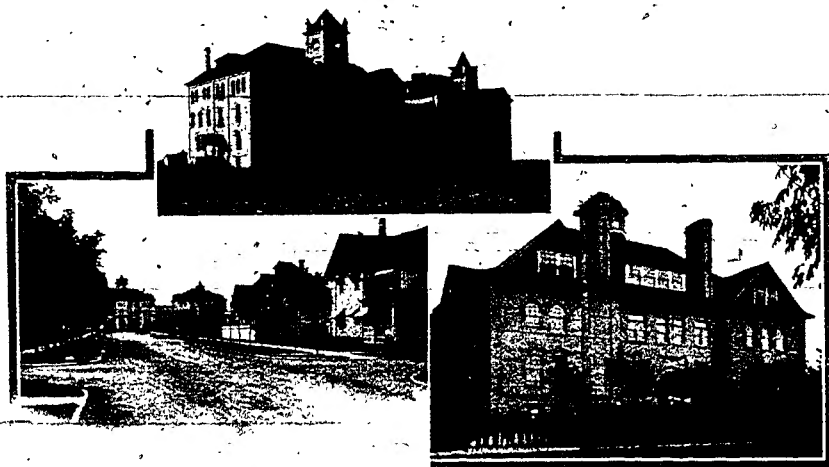
BIRD'S EYE VIEWS OF BRANDON



BRANDON MANITOBA

to any of the two hundred and fifty points lying within its territory at lower freight rates than from any other centre in Canada; and it also forms an advantageous depot for distributing to the entire West. It will readily be perceived that the prospects of the city itself depend in the very highest degree upon the economic possibilities and purchasing power of the entire district. What these possibilities are, can be gathered from the following striking facts:

The area under cultivation is 7,132,040 acres. The crop of 1910 indicates that from this land 39,916,394 bushels of wheat, and 56,152,125 bushels of coarse grains were harvested. As shown by last year's Dominion Government Map, the total elevator capacity of the West is 54,282,900 bushels. Of this, 19,324,000 bushels is situated in the BRANDON territory. Over and above the 15,000 people residing in BRANDON, there is a population extended over the BRANDON territory of 250,000. The live stock owned in this territory runs up to more than a million in number, while the value at a moderate estimation is One Hundred Millions of Dollars. The



BRANDON COLLEGE AND PARK SCHOOL



BRANDON · MANITOBA

volume of business is extraordinary. There are represented, over 100 different trades. There are 290 implement dealers, 255 blacksmiths, 424 general stores, 179 hardware firms and 178 lumber yards, while other branches of commercial activity are well represented. The business of all these various enterprises has resulted in the establishment of 141 branches of the Chartered Banks of Canada. This material development spread over so large a territory, naturally demands a corresponding development in manufacturing and wholesale business in the City of BRANDON. It is just at this point that the opportunity for new capital and additional industrial and commercial



PLACES OF WORSHIP



B R A N D O N • M A N I T O B A

expansion exists. BRANDON, indeed, already possesses twenty different manufacturing firms, and seven wholesale houses, employing more than 2,000 men. At the same time, there is room for almost boundless expansion along these lines and the increasing business done year by year by the firms already established, is a clear evidence of the openings that exist for more.

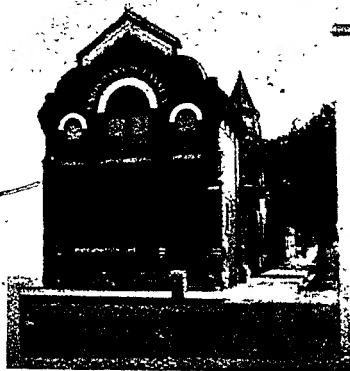
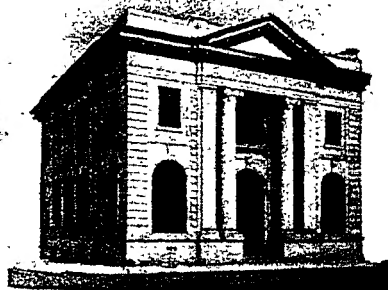
A GREAT RAILWAY CENTRE. As a great centre of distribution, BRANDON is of necessity a great Railway Centre. These two factors unite to make her what she is. No less than 27 trunk and



A WALK SOUTH END OF 5TH STREET



BRANDON · MANITOBA



CHARTERED BANKS



BRANDON · MANITOBA

branch lines of railroad run in, or radiate from the city. On the main line of the Canadian Pacific, and also on the Canadian Northern, BRANDON is a divisional point. It is the present terminus of that branch of the Great Northern which has Hudson's Bay for its objective. The Grand Trunk Pacific will complete its line into BRANDON in 1912. To every point on the compass, therefore, the city is enabled to send its freight; receiving in return, traffic from the outlying places. No less than 346 passenger and 478 freight trains pass every week in and out of BRANDON. By recent heavy expenditures, the Railway Companies have shown their sense of BRANDON'S importance. An Urban Transfer line connecting the various roads, has just been completed; and spur trackage is well supplied. The Canadian Pacific is constructing a new and handsome depot at the



PRIVATE RESIDENCE



foot of Tenth St., at an outlay of many thousands; while on Ninth St., the Canadian Northern has fully demonstrated its confidence in BRANDON'S future by the erection this year of a magnificent Hotel and Depot at a cost of \$500,000.00.

THE SUMMER AND THE WINTER FAIRS. The wealth of the district and the unique position of the city as its centre, are substantially manifested in the BRANDON Summer and Winter Fairs. The Summer Fair enjoys without exception, both in value and variety



RESIDENTIAL VIEWS



BRANDON · MANITOBA



of exhibits, and also in popular favor, a higher reputation than that of any Western Fair. Unceasing energy and discerning judgment, brought to bear on the resources of a fertile and established district, have brought this typical institution to the extraordinary standard of excellence it has attained. In seeing the Summer Fair, one sees at a glance the characteristic destiny of the West. Here it is fully exemplified in the BRANDON country. It is a wheat-producing country. It is a country that can produce every cereal, vegetable and flower indigenous to the north temperate zone. It is also a country that requires many things, manufactures of all kinds, machinery for an endless variety of objects, and luxuries—the manifold articles of modern commerce. The Summer Fair, is supported by the city, and ably managed by the Western Agricultural and Arts Association. Its permanent grounds and buildings represent a value of \$225,000.00. In 1911, the value of exhibits was \$1,500,000.00; the



BRANDON CLUB



B R A N D O N • M A N I T O B A



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CHARTERED BANKS AND VIEWS OF ROSSETT AVENUE

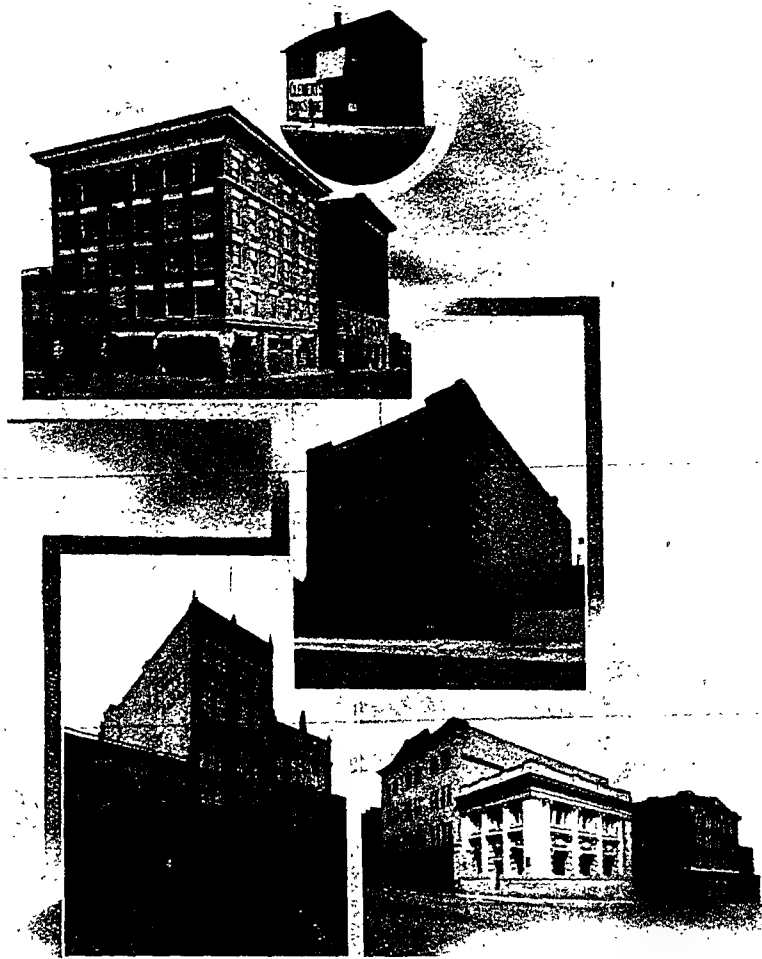




receipts were \$65,000.00 and the total attendance was 100,000. Turning to the Winter Fair, managed by the Manitoba Winter Fair and Live Stock Association, we find an enterprise that easily outstrips anything of the kind in Canada. The purpose of the Winter Fair is to encourage the development of thoroughbred stock, to provide rest and food for the wheat fields, to assist a permanent agriculture, to promote the enrichment of the nation. It is a thoroughly patriotic enterprise conducted on business principles, and has been actively sustained both by the city and the district. The Winter Fair possesses a well-appointed building valued at \$70,000.00; while during the coming year, it has been decided to add a spacious new structure, which will provide by far the largest arena in Canada for the exhibition, judging and grand procession of stock. This will cost \$80,000.00. The attendance in 1911 was 10,000; the receipts were \$15,000.00 and



BRANDON · MANITOBA



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SOME OF BRANDON'S RETAIL STORES



BRANDON · MANITOBA

the value of exhibits, \$2,500,000.00. These institutions are part and parcel of BRANDON, revealing with extraordinary force the strength of the city's position as the centre of a well-settled and established territory.

FINANCIAL INSTITUTIONS. The volume of trade in BRANDON may be gathered from the fact that no less than TEN of the great Canadian Banks have established branches here, installed in substantial edifices. The Clearing House was established March 7th, 1910, and the total clearings on a half-yearly basis are as follows:

April to November, 1910.....	\$12,204,023.00
December to March, 1911.....	14,971,390.00
April to November, 1911.....	16,276,860.00



TYPICAL WORKMEN'S DWELLINGS: 1. A BUNGALOW. 2. INTERIOR. 3. THIS HOUSE WAS BOUGHT AND PAID FOR WITHIN 12 MONTHS OF OWNER COMING TO BRANDON.



BRANDON · MANITOBA

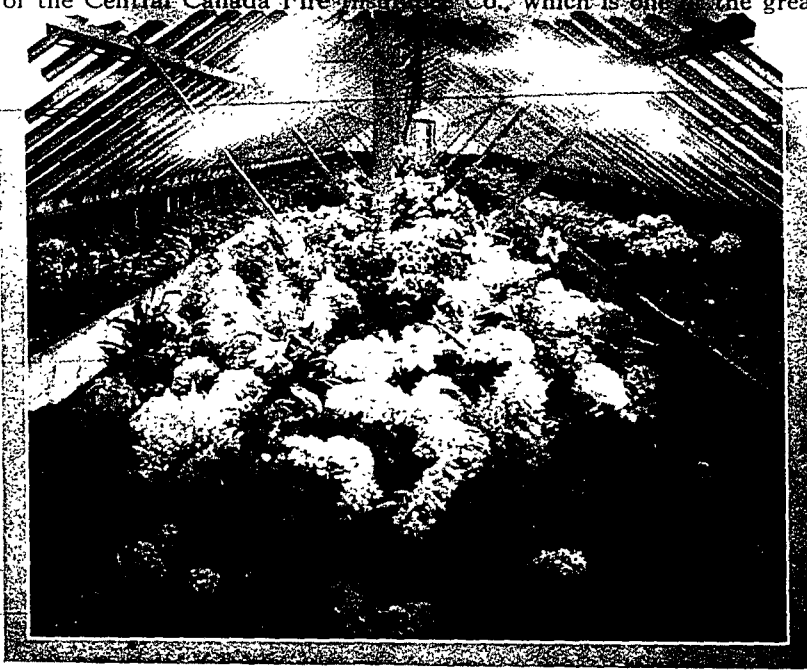
The expansion of BRANDON'S trade is also indicated in the following returns of Inland Revenue:

1901	\$34,697.00
1905	79,934.00
1910	87,113.00

Attention is also directed to the Customs' Returns as follows:

1903	\$123,000.00
1905	150,000.00
1910	313,751.00

BRANDON has substantial financial institutions of its own, including the Canadian Guaranty Trust Co. and the Brandon Fire Insurance Co. It has also the advantage of being the Head Office of the Central Canada Fire Insurance Co. which is one of the great



FLOWERS GROWN IN BRANDON



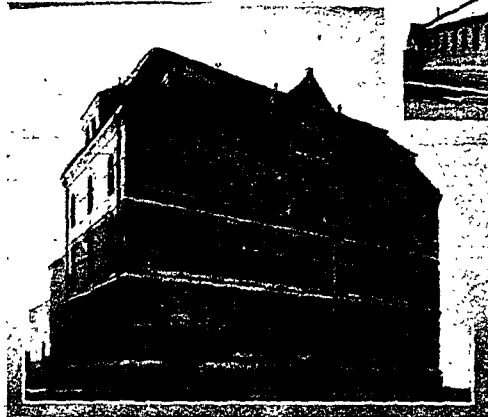
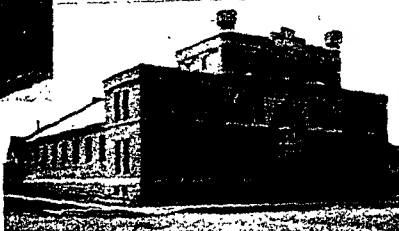
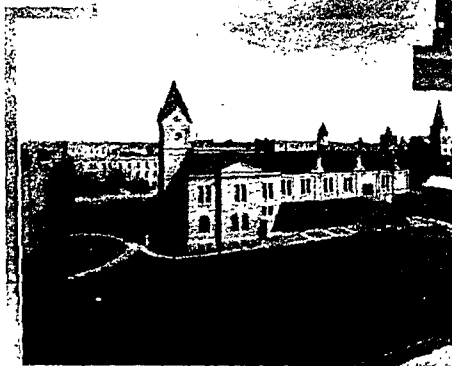
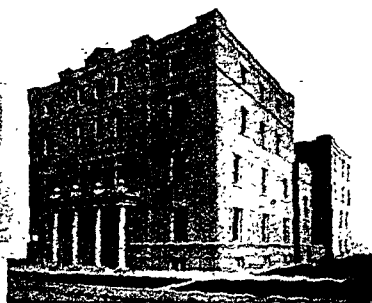


institutions of the West and the astonishing growth, of which from total premium receipts in 1904 of \$54,307.00 to \$419,676.00 in 1911, indicates the interests that look to BRANDON for this important business necessity. By competent agents, BRANDON is connected with all the leading insurance and loan companies of Canada and Great Britain, while among the institutions that have established branches of a permanent character here, may be mentioned: The Hamilton Provident Loan Co. (Loan Dept.), of the Imperial Life Assurance Co.; the Confederation Life Assurance Co. (Loan Dept.), and many others.

REAL ESTATE. BRANDON Real Estate has this advantage as compared with values elsewhere in the West; it has not been inflated



B R A N D O N · M A N I T O B A



PUBLIC INSTITUTIONS:

1. CITY HALL. 2. POST OFFICE AND CUSTOMS 3. Y.M.C.A. 4. ARMOURY





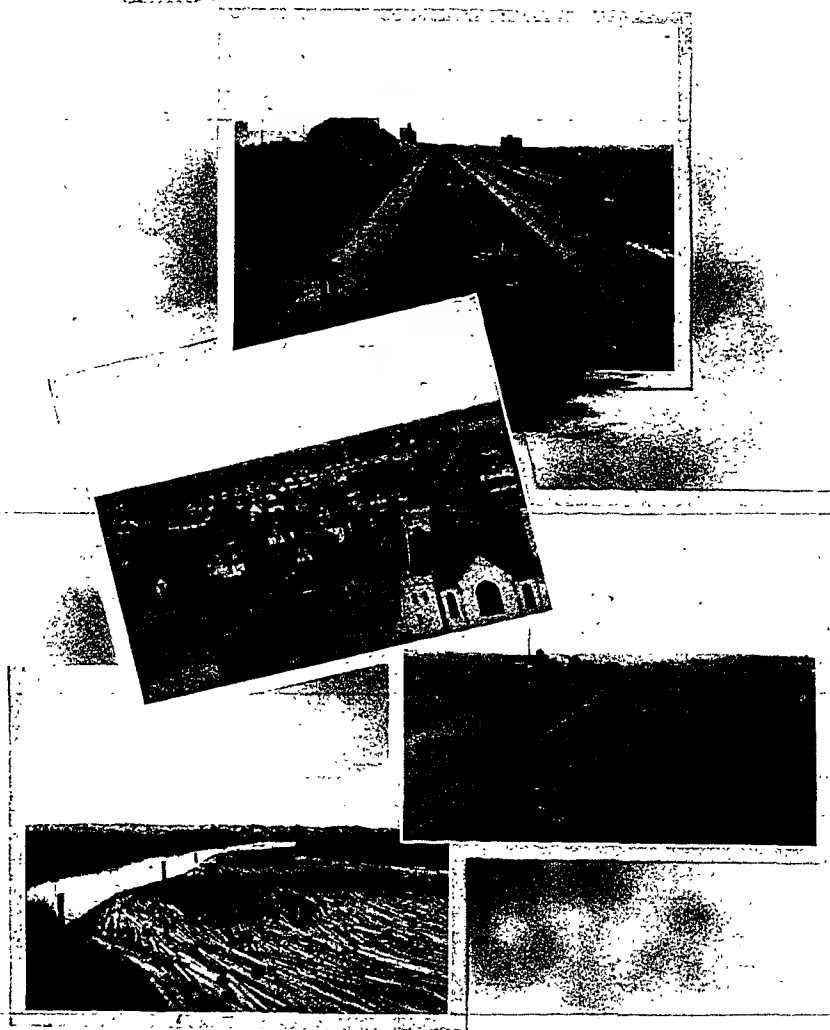
to a point infinitely beyond its value by the arts of the professional "boomer." Property well within the city limits, suitable either for commercial or residential purposes, may be obtained at moderate prices, and much business in this class of realty has been done during the present year. The city is growing not only to the west, but also to the south and east; and there are excellent opportunities for investments promising substantial returns in the immediate future. On the main business thoroughfares, such as Pacific, Rosser and Princess, the prices are in harmony with actual values; though beyond doubt those will appreciate at no distant date. Facilities for warehouse sites are excellent. No point in the West to-day affords more substantial opportunity for an outlay so moderate as that of the City of BRANDON. With a keen eye to the certainty of future development, capital from the East and Great Britain may well pause before it passes BRANDON.



SIXTH STREET



BRANDON · MANITOBA



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CANADIAN PACIFIC DEPOT. BRANDON LOOKING SOUTH. CANADIAN PACIFIC FREIGHT YARDS.
LOGS ARRIVING FROM THE NORTH



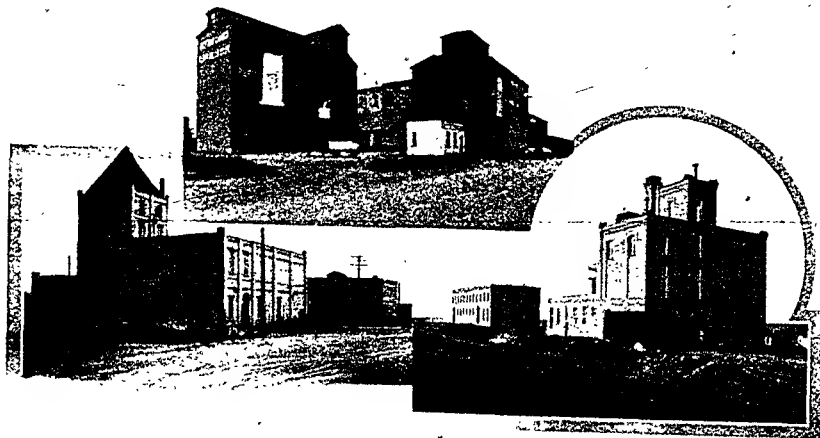
GOVERNMENT INSTITUTIONS. Both Dominion and Provincial Governments have recognized the central situation of BRANDON by selecting it as the site of important institutions. The Provincial Hospital for the Insane has long been located here; and in early 1912, there will be opened for this work, a magnificent, modern fire-proof building, erected at a cost of \$500,000.00. At a short distance to the West of the city, and within the limits, on the northern slope of the Assiniboine Valley, lies the Dominion Experimental Farm, an institution whose excellent work adds greatly to the prestige of the city as a centre of agricultural interests, as well as of trade. Adjacent to this is the Indian Industrial School maintained by Dominion grants, and famous throughout the West for its high standards and efficient management. Three years ago, the Militia Department of Canada completed the armory building, a solid, handsome structure of imposing dimensions, affording every facility for the BRANDON garrison. BRANDON is the seat of two Regiments; the Twelfth Manitoba Dragoons, and the Ninety-Ninth Canadian Infantry, who are thus afforded every facility for drill and equipment. In 1910, the Provincial Government brought to completion at a cost of \$150,000.00 the new Court House for the Western Manitoba and Judicial Districts. This is one of the finest edifices in Western Canada and indicated the importance of BRANDON as a legal centre.



VEGETABLES GROWN IN BRANDON. LAWN TENNIS. GOLF



RESIDENTIAL ADVANTAGES. As a residential city, BRANDON will be at once conceded an attractiveness unexcelled by any other city of the West. Its situation, unlike the flat monotony of communities planted on the open prairie, has the advantage of the gentle slope that marks the Assiniboine Valley. As a consequence, the city has the advantage rare in the West, of perfect drainage. Under the careful control of an efficient Parks Board trees and boulevards have been provided in a manner unprecedented in this new country where shade is rare and appearances neglected. BRANDON is, in truth, a beautiful city. Nor are more solid attributes lacking. The city controls the water supply; electric power is cheap; and for illumination, substantial companies furnish electricity and gas. The retail stores are numerous and excellent, and all necessities of life are plentiful. The city has recently turned its attention to the question of modern pavements for its principal thoroughfares; and asphalt blocks have been laid on several streets. This work will be completed in the spring. Negotiations are on foot for the BRANDON Street Railway, and there is no doubt that definite arrangements will be made for its construction early in 1917. In addition to the Government institutions already mentioned, the city is well provided with public buildings of its own. The City Hall well situated in the centre of affairs, is conspicuous with its well-kept and beautiful gardens.

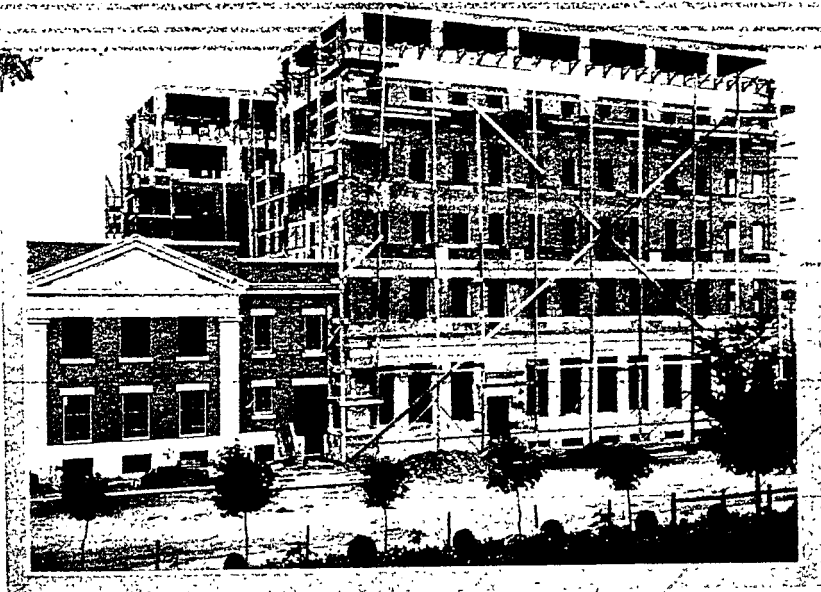


WESTERN CANADA FLOUR MILLS AND ELEVATOR. EMPIRE BREWERY. BRANDON BREWERY



The Y.M.C.A. possesses a splendid modern structure erected at a cost of \$80,000.00; while the Y.W.C.A. is conveniently situated. The BRANDON General Hospital which cares for 1,500 patients annually, is a model of efficiency in this vitally important work. Fire Protection finds adequate expression in the new Central Hall just erected at a cost of \$40,000.00. This structure along with the auxiliary hall on Eleventh St., are furnished with all modern appliances; and under the control of an efficient brigade, provide the essential feature of complete fire protection.

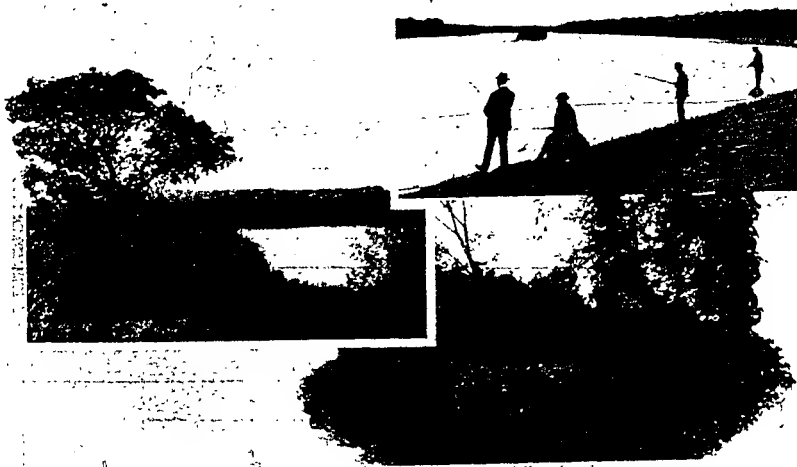
EDUCATIONAL AND RELIGIOUS INSTITUTIONS. BRANDON is a centre of education. It provides adequate accommodation not only for primary and secondary institutions, but also for higher education as well. BRANDON COLLEGE, as shown on page 5, supplies excellent educational advantages. It possesses a full university faculty in arts and confers degrees by affiliation with the



CANADIAN NORTHERN DEPOT AND HOTEL IN COURSE OF CONSTRUCTION



McMaster University of Toronto. Women students are admitted to residence in Clark Hall where teaching in Music and the Fine Art is included in the curriculum. There is also an excellent preparatory department. BRANDON COLLEGE last year had an enrolment of 367 students. The city is also the seat of a Provincial Normal School for Teacher Training, an institution for which the Government has in hand the construction of a large modern building. An excellent site of ten acres in extent was this year obtained in the southern part of the city, and much work has been done in the preparation of the grounds. Secondary education is provided for in the BRANDON COLLEGIATE INSTITUTE, a handsome and well equipped building erected at the cost of \$70,000.00. It has a staff of eight teachers, and enrolment of 200 pupils. Not only does this institution prepare for the University, the teaching profession and other vocations, but it affords an excellent commercial course. A complete commercial education is moreover provided by the Wheat City Business College. The important department of primary education has received the greatest attention. There are six large PUBLIC SCHOOLS of modern type and equipment which are attended by an average number of 1,400 pupils taught by 55 experienced teachers. At no distant date, there



PASTIMES AND PLEASANT SPORTS





will be erected a TECHNICAL SCHOOL in accordance with the demands of the growing city. BRANDON is emphatically a city of Churches. Every great Christian body is well represented, and several of the minor ones. The Church of England, Presbyterians, and Methodists each maintain three parishes and the Baptists, two. The Roman Catholic body is established in the fine church of St. Augustine with its associated institutions. As a result of the approaching division of the Anglican diocese of Rupert's Land which now covers the entire province, BRANDON will become a Cathedral City, and the seat of the new Bishopric of Manitoba.

THE CITY'S RECENT GROWTH. Consequent upon the many advantages recounted above, there has been, in recent years, a steady development in BRANDON'S population. In 1901, this stood at 5,620; in 1906, it had increased to 10,408; and by the government census of 1911, the population was returned as 13,837; but, without



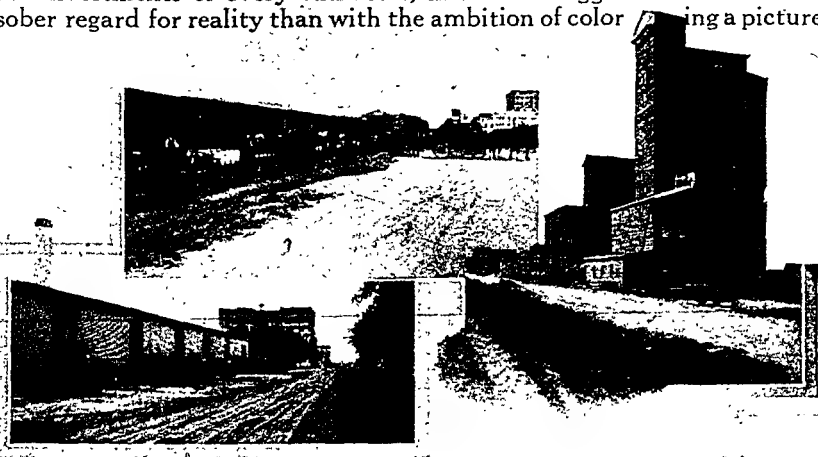
RESIDENTIAL VIEWS



BRANDON · MANITOBA

exaggeration, it may be claimed that the actual population of BRANDON today numbers at least 15,000 souls. The increase in value of the Capitalized Assessment is a notable feature. In 1900, this stood at \$2,130,843.00. In 1905, it was \$5,302,847.00; while in 1911, it had grown to \$9,573,749.00. In 1900, the revenue from taxes was \$58,198.00; in 1911, the revenue was \$275,000.00. Equally striking is the increase of building indicated by the growth in value of building permits. In 1909, permits were issued for a sum total of \$350,120; in 1910, the permits came to \$932,385.00; while for the first eleven months of 1911, the splendid total of \$1,042,004.00 was reached. Among recent structures, in addition to the Canadian Northern Hotel and Depot, attention is directed to the new five-storey Clement Block, and the building of the McKenzie Seed Co. Everything points to a still greater activity in 1912, owing to the establishment in BRANDON of new manufacturing industries and wholesale firms imperatively demanded by the growing needs of the BRANDON territory. Factories already located here are at present pushed to their extreme capacity.

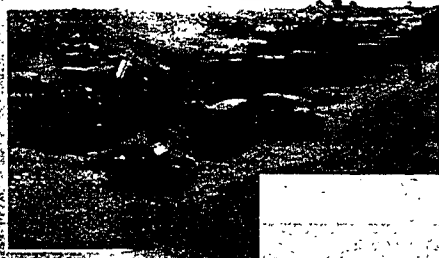
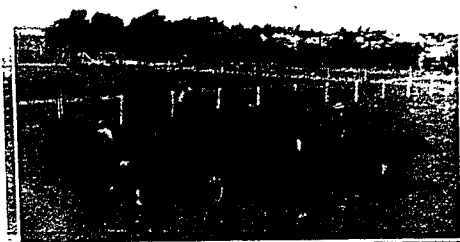
CONCLUSION. In this brief survey of the resources, advantages and prospects of the city of BRANDON, the effect has been made to convey nothing but the truth. The opportunities that the city affords for investments of every character, have been suggested rather with a sober regard for reality than with the ambition of color painting a picture



C.P.R. FREIGHT SHEDS C.N.R. FREIGHT SHEDS MAPLE LEAF ELEVATOR



BRANDON · MANITOBA



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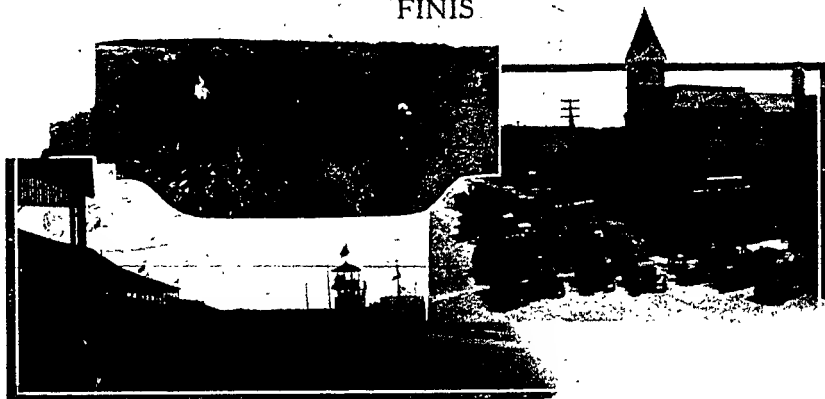
FAMOUS ANGUS HERD. MACHINERY IN MOTION. EXHIBIT OF GRAINS.
IN THE JUDGING RING. BRANDON'S SUMMER FAIR



BRANDON · MANITOBA

at variance with the facts. In estimating the considerations making for success either in the opening up of new manufacturing enterprises, or of any branch of wholesale or retail trade, special emphasis is to be laid on the unchanging forces that are making continuously for the development of the territory of which BRANDON is the centre. In population, fertility, number of communities, transportation facilities, and freight rates, it is our conviction that BRANDON is not surpassed by any city of the West. It may be that the glamor of newly constructed towns on the frontier has in the past three years attracted the attention beyond adequate measure of investors in this new country. Recognition, however, is now coming day by day for the just claims and splendid opportunities of BRANDON, the city that ministers to the better settled district of Manitoba and Eastern Saskatchewan. More capital is urgently demanded for every form of commercial expansion in order that existing and future needs may be met. Businesslike inquiries into the facts of the situation will substantiate everything that has now been claimed. Manufacturers and others who are considering establishment in the West, are invited to write the BRANDON COMMERCIAL BUREAU when complete information on all details concerning BRANDON, such as the cost of sites, etc., will at once be furnished; and every assistance cheerfully rendered.

FINIS

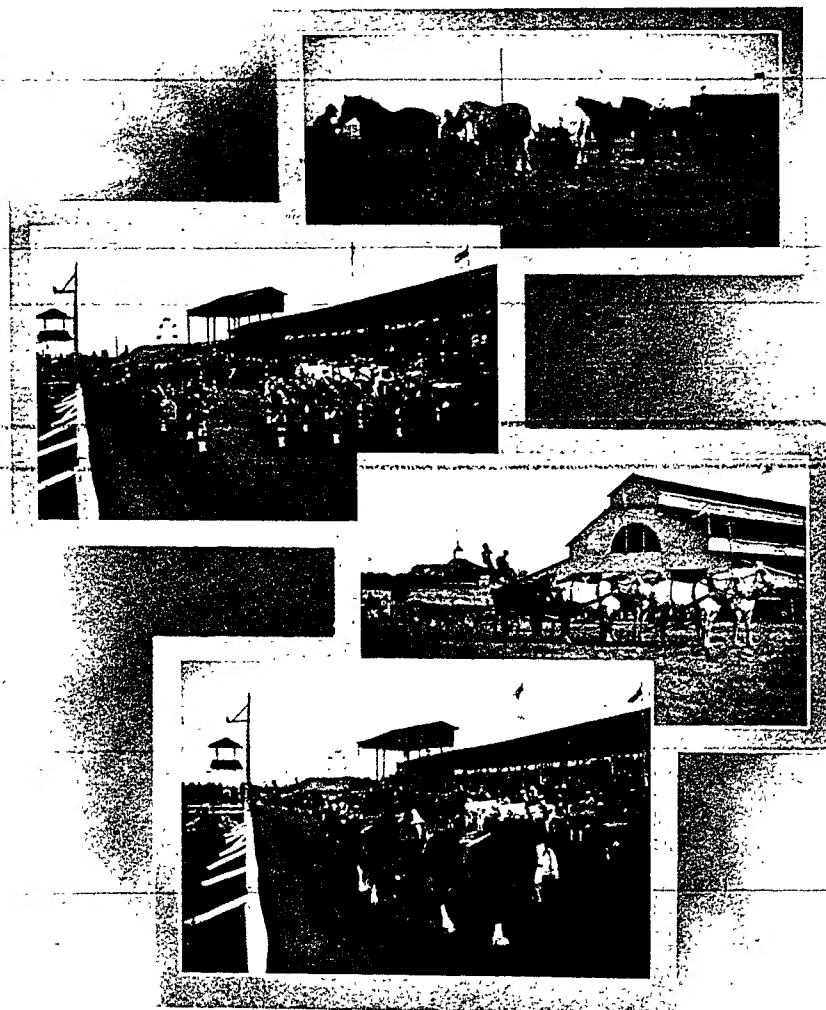


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SPORTS AND RECREATION:
RIFLE SHOOTING; TROTting; AUTO PARADE



BRANDON · MANITOBA



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STOCK PARADE. JUDGING. 6 HORSE TEAM. SUMMER FAIR



BRANDON · MANITOBA

COMPARISON "HOW WE GROW"

CAPITALIZED ASSESSMENT:

Year	Amount	Rate	Taxes
1891.....	\$2,649,006.00	20 mills	\$52,980.00
1895.....	3,098,138.00	15.5 "	48,021.14
1900.....	2,130,843.00	27.5 "	58,598.18
1905.....	5,302,847.00	19 "	100,754.09
1910.....	9,573,740.00	22 "	210,622.28
1911.....	11,801,232.00	21 "	226,825.87

CLEARING HOUSE RETURNS:

April, 1910.....	\$2,075,157.00	December, 1910 ..	\$3,297,877.00
April, 1911.....	2,071,762.00	December, 1911 ..	3,383,992.00

INLAND REVENUE RETURNS:

1901.....	\$34,697.00
1905.....	99,346.87
1910.....	87,113.36

CUSTOMS RETURNS:

1903.....	\$123,000.00
1905.....	153,000.00
1910.....	313,751.75

BUILDING PERMITS:

1909.....	\$350,120.00
1910.....	982,385.00
1911.....	1,245,290.00

POPULATION:

1901.....	5,620
1906.....	10,408
1911.....	15,000



VIEWS OF EXPERIMENTAL FARM



OPPORTUNITIES

*for Manufacturers & Jobbers
of the following*

Agricultural Machinery	Match Factory
Biscuit Factory	Cold Storage Plant
Boot and Shoe Factory	Creamery
Buggy and Wagon Factory	Chemical Works
Beet Sugar Factory	Carriage Works
Automobile Factory	Carbonic Gas Works
Brick Plants	Flour Mills
Binder Twine Factory	Furniture Factory
Bag Factory	Glove Factory
Box Factory	Linseed Oil Mills
Brush and Broom Factory	Mattress Factory
Building Paper Factory	Paper Box Factory
Butter, Cheese and Con-	Soap Works
densed Milk	Strawboard
Cereal Mills	Foundry, Tannery
Clothing Manufacturers	Starch Factory
Wire Fence Factory	Furriers



